



Fairy Tales of the World

A Picture Book Series

Project Summary



*** What Is This About?**

“Fairy Tales of the World” is a long-term project organized by Meridian. Its purpose is to create a picture book series, focusing on fairy tales, bedtime stories and other folklore.

Each book of this series is to gather beautiful stories, full of magic and wonder, from countries and cultures all around the world. All stories are to be selected and authored by local writers, and illustrated by local artists.

Meridian is a cross-cultural, not-for-profit and non-governmental organization, aiming at promoting the works of young authors worldwide, and encouraging intellectual and cultural exchanges between people globally. For the purpose of this project, a partnership has been established between Meridian and New Star Press publishers (Beijing).

(More about us around the end of this document!)

*** Book Format and Authorship**

The books of this series are to be 32 pages long, and contain one story representing the local folklore of a specific country or nation. Each story will be accompanied by 16 to 32 illustrations.

Each book will be the fruit of a cooperation between a writer and an illustrator originating from the country or nation represented by the story, or with a strong and intimate knowledge of its culture. In some cases, both the writing and illustrating tasks can also be entrusted into a single person.

The printed book format :

- 220 x 164 mm
- 32 pages
- Paperback or hardcover printing.

*** Distribution**

These books are to be published in China at first, their first audience will therefore be Chinese. However, in case of success, it is planned to produce other editions to be published in other countries and languages. In particular, an English-language publisher will be sought immediately after publication of the Chinese edition.

The books of this series are to be published at first under “traditional” printed shape, in high-quality format of paper and binding. However, other modes of publication will be used simultaneously, including (but not limited to) online e-books, smartphone format, etc.

First Chinese edition will be printed at 15,000 copies, and distributed within China (including Hong Kong, Macao and Taiwan). Market response will determine how many future printings will be necessary, and how many books will be published within this series.

*** Target Audience (Age Group)**

These picture books are designed to be read mainly by children (from age 3 to 8 approx.), together with their parents. Audience could also include adults, for instance those eager to learn more about foreign cultures, or interested in illustration.

*** Unique Selling Points of the Project**

1. Art exhibitions, focusing on the stories and illustration published, will be held in Beijing, China, upon publication of the first Chinese edition.
2. The marketing team of NewStar Press will conduct a media campaign in order to introduce the work of the illustrators to Chinese readers.
3. Electronic book versions (downloadable and readable on all platforms, including smartphones, iPad, Kindle etc.) will be released simultaneously.

❖ Expected Income for Contributors

1. Both writers and illustrators receive a flat contribution, of an amount defined beforehand, on provision to Meridian of the content agreed upon (stories or illustrations).
2. As soon as total book sales (of editions in both traditional and simplified Chinese) exceed 15,000 copies, illustrators start receiving royalties, in proportion to the number of extra printed copies.
3. Any party, be it the writers and illustrators, or Meridian, intending to undertake any other publication of the texts and/or illustrations, be it in Chinese or in any other language, will be required to obtain authorization from the other party and share any income generated.
4. All electronic sales revenue will be equally shared between the illustrators and *Meridian*.

☼ Market Analysis of Future Sales Potential

The size of China's middle class, eager to learn more about the rest of the world and to provide an excellent education to their children, ensures a large potential for the sales of books such as those — especially considering a long-lasting tradition of foreign picture books publication locally.

A best-selling picture book can reach a sales number of 50,000 to 100,000 copies. A few successful examples:

- "*La petite poule qui voulait voir la mer*" (我想去看海)

Authors: Christian Jolibois & Christian Heinrich (France)

Publishers: 21 Century Press

Publication date: September, 2006

Sales in China: 278,567 copies

- "*Diary of a Cat's Laugh*" (笑猫日记)

Author: Yang Hongyin (China)

Publishers: Tomorrow Publishing House

Publication Date: January, 2010

Sales in China: 116,877 copies

☆ About the Organizing Team

1\ The Organization

Meridian is an international, non-governmental and non-commercial organization. Meridian initiates and develops various cultural projects and activities, which all share the common objective of stimulating, channelling and promoting the creativity of people from all over the world. Through the use of modern media, such as online social networks, we communicate with creative, talented people in different parts of the planet, and present them with platforms helping them disclose their works to a worldwide audience.

Our website, www.meridian-online.org is to be launched very soon!

2\ The Publisher

New Star Press is a comprehensive publishing house approved by the China Publication Bureau. Open to both the domestic and international markets, it aims to promote Chinese culture across the world and introduce foreign cultures to China. Among its publications open to the international market are the white papers of the Chinese Government in many languages, including (but not limited to) English, French, Russian, Esperanto and Tibetan. Books published on the Chinese mainland focus on social sciences and the humanities, as well as on the belles-lettres and modern lifestyles.

Website: www.newstarpress.com

3\ The Editors

Momo (Mao Yimin): 10-year experience in the China media and publishing industry. She also wrote and published her own travel story in Europe through the Couchsurfing network ("[Hi, Couchsurfer!](#)" – 2010).

Li Ying: BA and MA degree in transnational communication. Now a daytime dreamer working on the Meridian project, and night-time journalist working for the Global Times (a major Chinese daily newspaper). Loved postgraduate life in London, and is loving post-postgraduate life in Beijing.



Contact Us

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